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August 17, 2010

The Honorable Julius Genachowski
The Honorable Michael J. Copps
The Honorable Robert M. McDowell
The Honorable Mignon Clyburn
The Honorable Meredith Attwell Baker

Federal Communications Commission
445 - 12th Street, SW
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman Genachowski and Commissioners:

I write in regard to Comcast's proposed joint venture with NBC-Universal. As the President and CEO of Latinos in Information Science s and Technology Association(LISTA), an organization that represents over 65,000 subscribers and serves as the national advocates on behalf of all Latinos on issues of technology, media and information sciences in our country and Puerto Rico.

LISTA's mission is to educate, motivate and encourage the use of technology in order for the Latino community to empower ourselves and close the digital divide. The continued and growing importance of Hispanic Americans as leaders, entrepreneurs, and consumers in the technology field is reflected in the growing membership of LISTA. Comcast has been a key supporter in addressing, our mission, initiatives, and issues of concern to the Hispanic tech community.

However, in the beginning this partnership (to our board) raised some questions, i.e. how Comcast, the nation's biggest broadband Internet service provider, could literally shut out smaller online competitors where many of our current members work, how media consolidation and the lack of Latino media ownership continues to affect our community, jobs that will be lost to consolidation, and at the end of the day, who is telling our story. With more and more of LISTA's members developing online content we were concerned would this merger close the only opportunity our community has other than regular media. I am glad to say these concerns were addressed to the Hispanic leadership who met with Comcast and they were answered in the recently published commitments filed by Comcast.

We are most impressed with the commitment Comcast has made to the Latino and African-American communities concerning diversity. These are bold and specific statements that constitute a good starting point and framework for a positive and productive relationship between Comcast and its minority subscribers, employees, broadcasters and vendors.

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We are pleased to report that Comcast has demonstrated its commitment to working with LISTA to identify employment opportunities at Comcast at every level, from entry level to opportunity for senior technology positions throughout the country and to work with LISTA in the development of a tech executive development program in order to continue to give opportunity to the next generation of technology professionals.

Also we are particularly pleased to note the positive impact there will be on minority programming (like HITN-TV), employment and purchasing practices, as well as local programming and local content opportunities.

To us it is crucial that investment in Telemundo be made, in order for this Television station which is so important to the Latino community, to not only survive, but thrive in an increasingly competitive media landscape. We are encouraged that this transaction offers potential to increase resources for Telemundo creative content under Comcast's leadership. Comcast's record of supporting diverse organizations is a key indicator of what we expect to be a beneficial environment for the growth of Telemundo.

We also expect Comcast to grow its philanthropy. With new responsibilities to the communities served by this joint venture, Comcast must become an example of diversity to other companies. We hope this partnership will extend a relationship of mutual benefit to Comcast and to Latino communities.

LISTA's leadership is committed to closely monitoring Comcast's management of Telemundo following the transaction, and will offer our continued, honest and direct counsel to Congressional Hispanic Caucus, the FCC and Comcast's leadership.

We ask that you take our views and experiences into consideration as you assess this important transaction. We believe Comcast will fulfill their commitment to the Latino community. I respectfully request your approval of the Comcast/NBC/Telemundo/GE merger.

Respectfully your

National President and CEO
Latinos in Information Sciences and Technology Association